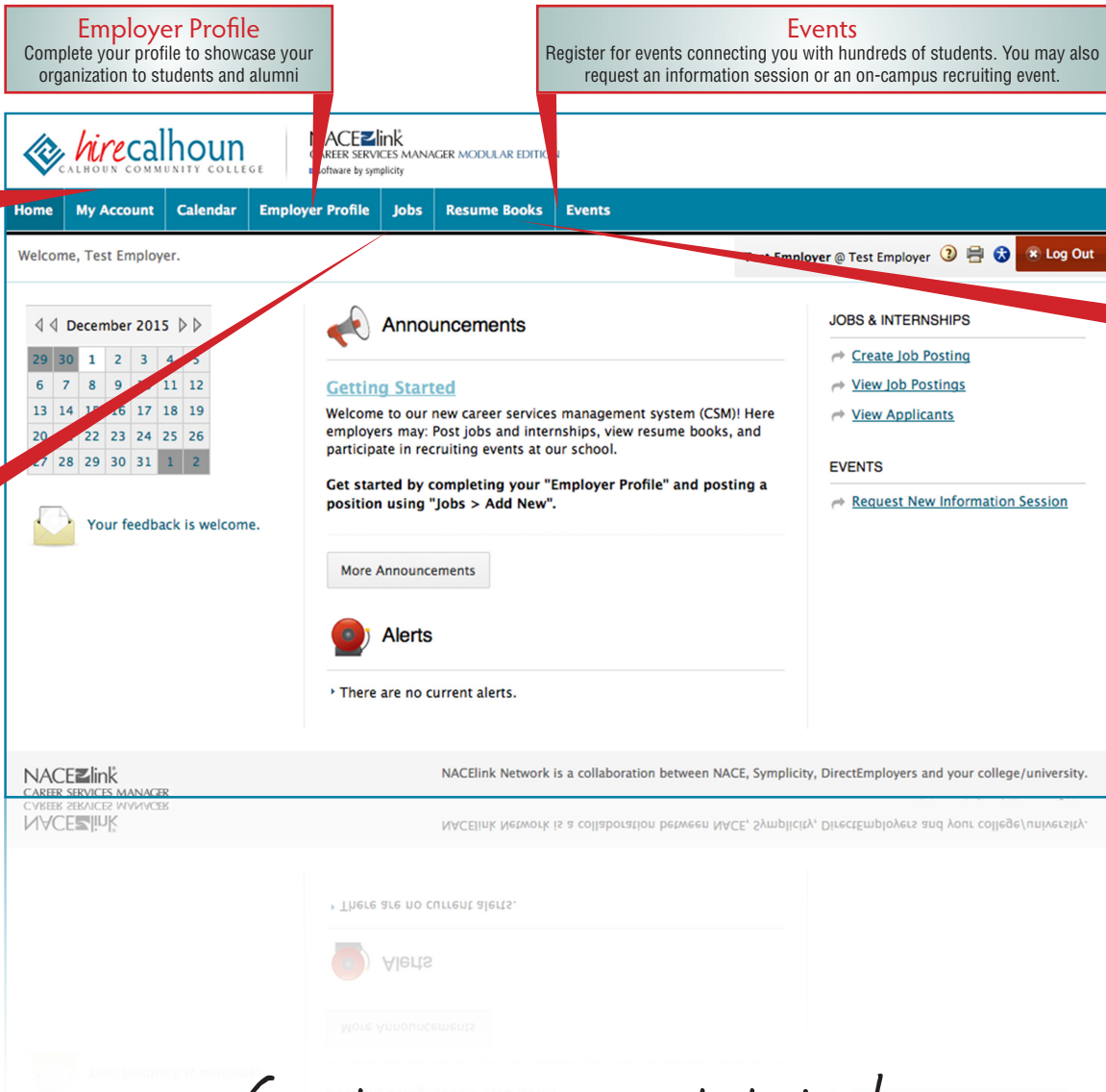


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- Tips for Writing an Effective Job Description -

1. Keep responsibilities specific

Avoid the phrase 'other duties as assigned'. Candidates understand that not everything will be contained in the job description, but vague descriptions may not attract your ideal candidate.

2. Include salary information

Listing the salary, even a range, will keep those from applying who would never accept a position at that salary level.

3. List both requirements and desired skills

Be clear about the specific skills a candidate will use in their new job. Use specific language. For example, instead of seeking a candidate who is 'computer literate' or has 'good communication skills', explain the specific programs or technologies the employee will be using and the ways in which they will be required to communicate and with whom.

4. Use your company's branding

Write in a tone that reflects your organization's brand. If you are looking for someone who is creative, mirror that creativity in the job description. Utilize the logo or mission as well!

5. Make it quick and easy to read

Most job seekers scan a vacancy for key responsibilities. An easy-to-read bullet point list will increase and catch the attention of the right people.

6. Add a call to action

Make sure to include specific instructions on how to apply. This serves as a built-in screening process as you will be able to weed out applicants who are not able to follow directions.

7. Describe your company well

Open up with a quick blurb about the company and the vacancy that will engage the candidate. Reinforce by identifying why the company is a great place to work or why this position, in particular, is appealing.